

# MAD-NITE SALE

TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.

ONE  
NIGHT  
ONLY

## SPECIALS!

PRICES SLASHED

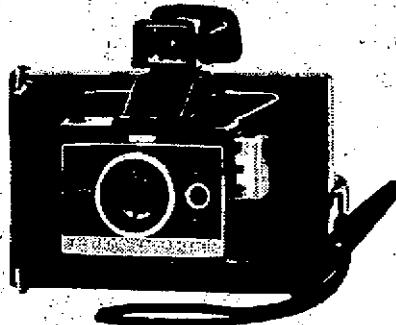
at our

330 PINE AVE. STORE ONLY!

### POLAROID COLOR PAK II

- Electronic shutter
- Electric eye
- Built-in flash
- Unique new lens

- Viewfinder that acts as a 5" rangefinder
- Push film for quick loading



LIMIT  
ONE  
PER  
CUSTOMER

**\$23<sup>98</sup>**



FLASH  
CUBES  
**98<sup>c</sup>**

CAROUSEL  
TRAYS

Reg.  
\$2.95

**\$1<sup>88</sup>**

NOTES &  
STATIONERY

PICTURE  
FRAMES up to **50% OFF**

up to **50% OFF**

PRE-RECORDED  
TAPES

Real to Real  
Cassette  
Cartridge 4  
tr. & 8 tr.

**35% OFF**  
LIST

330 Pine Avenue  
Long Beach 432-3911

**Winstead's**  
Cameras since 1927

### LEVINS MEN'S WEAR

TRIM-FIT  
CORDS

Slim-Trim styling in washable  
fine wale corduroy. Tan,  
Green, Brown, Olive. Sizes  
29 to 36, Pre-cuffed lengths.

REG. **\$3<sup>99</sup>**  
5.98

DRESS AND  
SPORT SHIRTS

Big selection of white and  
colored dress shirts and as-  
sorted patterned sport shirts.  
Long and short sleeves.

VALUES **99<sup>c</sup>**  
to 6.95

FAMOUS BRAND  
CASUAL SLACKS

No-iron, slat-press slacks. By  
the two top brands. Good  
selection of fabrics and col-  
ors. Sizes 28 to 40. Pre-  
cuffed lengths.

REG. **\$4<sup>99</sup>**  
\$8.50

MEN'S  
SWEATERS

Extra special selection of  
button front cardigan and  
slip-on styles. All kinds of  
fabrics and colors. S-M-L-XL.

VALUES **\$5<sup>99</sup>**  
to \$14.95

FAMOUS BRAND  
SPORT SHIRTS

No-iron fabrics in short  
sleeve, ivy button-down and  
spread collar styles. Solids,  
Plaids and Stripes. S-M-L.

VALUES **2<sup>99</sup> to \$5**  
to \$6.95

NO-IRON  
JACKETS

Permanent press Dacron/cot-  
ton windbreaker style jackets.  
Washable and water repel-  
lent. Tan, Blue, Yellow and  
Green. S-M-L-XL.

\$7.95 **\$3<sup>99</sup>**  
VALUE

MEN'S  
DRESS SLACKS

140 pair of quality all-wool  
dress slacks. Good color  
selection. All sizes 29 to 42,  
except sizes 34 and 36.

REG. **\$4<sup>99</sup>**  
\$16.95

MEN'S  
SPORT COATS

140 men's quality sport  
coats and blazers. Good  
selection of wanted colors  
and fabrics. Reg. — Shorts  
— Longs — X-Longs.

REG. **\$14<sup>99</sup>**  
\$39.95-\$49.95

MEN'S  
SUITS

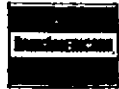
All-wool worsteds, shark-  
skins, Dacron wool and silk  
and wool blends. Most sizes.  
Reg. — Short — Long — Ex-  
tra Long. Reg. \$60 to \$90.

**\$19<sup>99</sup> and \$29<sup>99</sup>**

**LEVINS MEN'S WEAR**

316 PINE AVE.

OPEN MONDAY AND FRIDAY EVENINGS



## Harris & Frank

SINCE 1866

240 Pine Ave. — Open Mon.-Thurs. 10-6 Fri. 10-9 Sat. 10-6

Crazy, Mixed-Up, Bonus "Buys" for Our

## MAMMOTH "MAD-NIGHT" SALE!

One Day Only — 240 PINE AVE.

### MEN'S SUITS

1/3 to 1/2 OFF!

REGULARLY 79.95 TO \$150

**Now 39<sup>97</sup> to \$75**

Normal Charge for Alterations

**SPORT COATS Now 1/2 price!**

Reg. \$45 and \$49.95

REGULAR \$13 to \$35

MEN'S SLACKS 1/2 PRICE... NOW... **6<sup>50</sup> to 17<sup>50</sup>**

Slight Charge for Alterations

### MEN'S FURNISHINGS

REG. TO \$8 MEN'S DRESS SHIRTS ..... 3.59 EA. 2 for \$7

REG. \$9 FAMOUS MAKE MEN'S SHIRTS ..... 4.59 EA. 2 for \$9

REG. \$5-7.50 JEWELRY (Cuff Link Sets, etc.) ..... 1.99

REG. TO 7.50 MEN'S NECKWEAR ..... 2.59 EA. 2 for \$5

REG. TO \$10 MEN'S PAJAMAS ..... 3.59 EA. 2 for \$7

### MEN'S SPORTSWEAR

REG. \$7 TO \$11 MEN'S CASUAL PANTS ..... 4.99

REG. TO \$20 MEN'S SWEATERS ..... 12.90

REG. \$5 TO \$7 MEN'S WALK SHORTS ..... 3.99

REG. \$10 TO \$15 LONG SLEEVE KNIT SHIRTS ..... \$5

### WOMEN'S SHOP

REG. TO \$66 FAMOUS MAKE KNIT SUITS ..... 29.99-39.99

REG. TO \$28 JR. & MISSY DRESSES ..... 5.99, 8.99, 12.99

REG. TO \$18 FAMOUS MAKE SPORTSWEAR ..... 2.99 to 6.99

REG. TO \$18 FAMOUS MAKE SWEATERS ..... 8.99

REG. TO \$13 ASSORTED SHIRTS & PANT SHIRTS ..... 5.99

REG. TO \$8 OUR FAMOUS LADY BLOUSES ..... 3.99

FAMOUS MAKE SWIMWEAR ..... Now 1/2 Off & More!

## Harris & Frank

SINCE 1866

OPEN A HARRIS & FRANK OPEN END CREDIT ACCOUNT OR USE YOUR BANKAMERICARD OR MASTER CHARGE

# MAD-NITE SALE

**DOWNTOWN LONG BEACH**

**TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.**

## IT'S SMART TO PAY LESS!

ONE SIZE FITS ALL, 100 NYLON — ONE SIZE FITS 5, 6, 7		31 <sup>c</sup>
<b>LADIES' STRETCH PANTIES</b>	REG. \$1.00	
BOYS' LONG SLEEVE		\$1 <sup>97</sup>
<b>PERMANENT PRESS SHIRTS</b>	REG. \$3.98	
BOYS', CUFFED and Ready-to-Wear. Value \$4.98		\$1 <sup>97</sup>
<b>PERMANENT PRESS DRESS SLACKS</b>		
GIRLS', Values to \$4.98, SIZES 3-6X and 7-14		\$1 <sup>97</sup>
<b>PERMANENT PRESS DRESSES</b>		
FOR SUPER COMFORT & LOUNGING.		57 <sup>c</sup>
<b>LADIES' ORLON BOOTIES</b>	REG. \$1.00	
Ladies' FINE QUALITY		14 <sup>c</sup>
<b>NYLON STRETCH FOOT SOX</b>	REG. 39 <sup>c</sup>	
MEN'S LOAFER STYLE, Reg. \$3.98	\$1	9-Volt, Reg. 49 <sup>c</sup> Value TRANSISTOR
<b>HOUSE SLIPPERS</b>		<b>BATTERIES</b> 10 <sup>c</sup>
QUILTED and PATTERNED, Reg. 39 <sup>c</sup>	27 <sup>c</sup>	Nationally Known, Reg. \$8
<b>POT HOLDER</b>		Men's 100% NYLON & ACRYLIC
Floral Cordana, S-M-L, reg. \$4.98	\$1 <sup>97</sup>	<b>KNIT SHIRTS</b> 1 <sup>97</sup>
<b>LADIES' DUSTERS</b>		MEN'S Reg. \$1.00 value
		<b>BAN-LON SOX</b> 48 <sup>c</sup>
<b>HURRY WHILE QUANTITIES LAST!</b>		
<b>PAYLESS STORES 6th &amp; PINE</b>		
Downtown Long Beach		

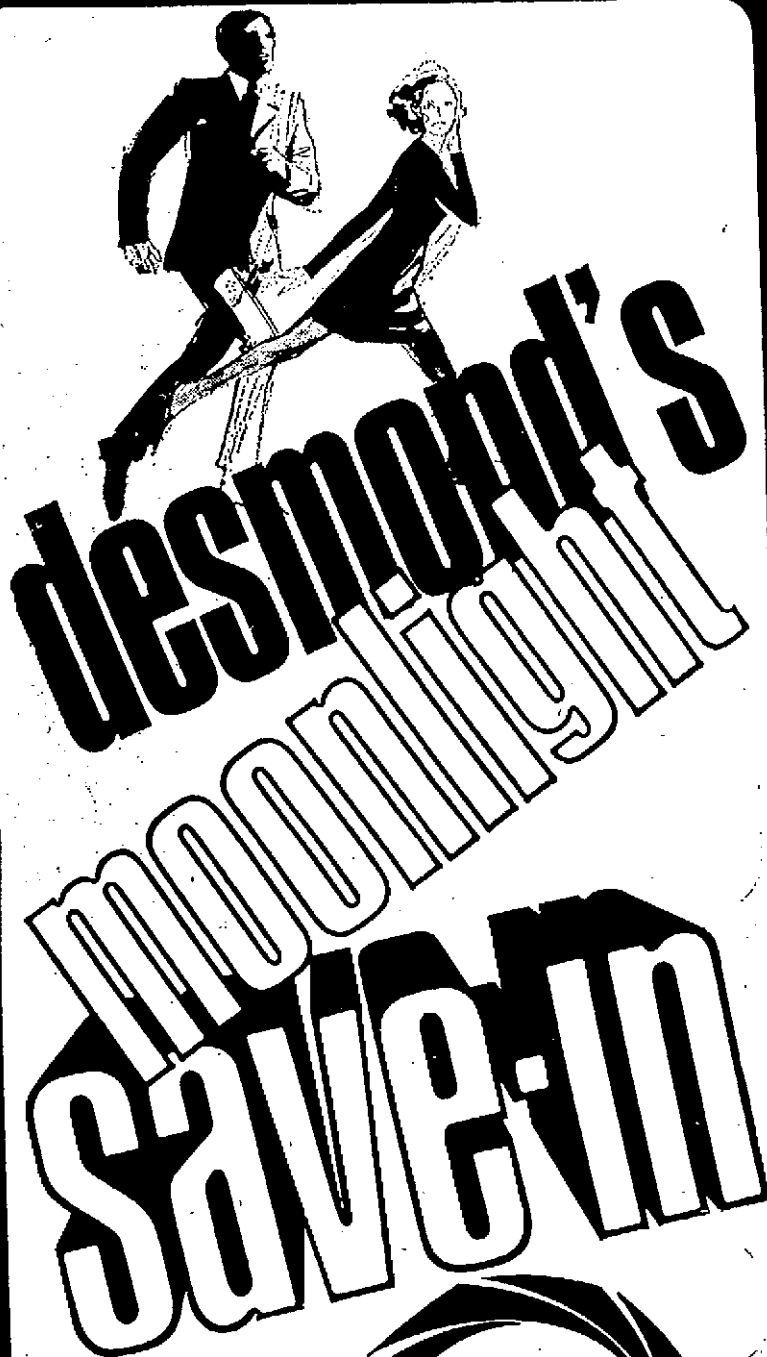


**6TH and PINE ST.**  
**Long Beach**

## MADNIGHT SALE!

**TUESDAY, SEPTEMBER 2, 7 TO 11 P.M.**

<b>Men's or Women's Rubber Sandals</b>	26 <sup>c</sup>
<b>99<sup>c</sup> Gallon Gasoline Can</b>	66 <sup>c</sup>
<b>69<sup>c</sup> Plastic Shoe Boxes</b>	2 for 59 <sup>c</sup>
<b>\$2.98 Women's Handbags</b>	\$1.66
<b>49<sup>c</sup> Insulated Glasses, Mugs &amp; Cups</b>	27 <sup>c</sup>
<b>Men's Boat Shoes</b>	\$1.33
<b>Alcohol, pint bottle</b>	9 <sup>c</sup>
<b>Aspirin, bottle of 100</b>	9 <sup>c</sup>
<b>\$2.98 Women's Summer Sandals</b>	\$1.33



Special groups of  
men's suits, sport  
coats, slacks,  
furnishings,  
sportswear & shoes -  
**WOMEN'S APPAREL,**  
TOO, SAVE 1/3 to 1/2  
& MORE

**Tuesday,  
September 2nd  
Only!**

Entire stock not included.  
All items subject to prior sale.

CHARGE IT! Use your Desmond's Charge Card, Master Charge or BankAmericard!

# DESMOND'S

**BROADWAY AT LOCUST ONLY**

# Buffums' MAD-NITE SALE

TUESDAY NIGHT SEPTEMBER 2nd, 7 P.M. 'TIL 9 P.M.

## SILVERWARE

**175.00** reg. 314.00

**Oneida sterling**

Two sets only! Thirty-two piece service for eight includes 8" each; teaspoons, place knives, place forks and solid forks.

**4.00** reg. 7.50

**Webster Wilcox silverplate**

Bon-bon dishes, by International in "Du Barry" pattern. Also goblets in "Down Rose" patterns, reg. 15.00 each ..... **10.00**

## GIFTS AND CHINA

**1.47** reg. 2.00 to 2.50

**Bar glasses**

Highball and double old fashioned glasses with textured surface. Two-tone in moss green and bittersweet or turquoise and avocado.

## TABLE LINENS

**.29** reg. .75

**Place mats**

Oval shaped place mats in cotton corduroy with non-skid foam backs. All popular colors.

## BEDDING

**3.00** reg. 6.99 to 11.00

**Colored percale sheets**

60x80 Queen, reg. 6.99 ..... **3.00**  
90x120 Long full, reg. 6.99 ..... **3.00**  
108x122 King flat, reg. 11.00 ..... **3.00**

**White percale sheets**

72x80 size, reg. 9.00 ..... **3.00**  
81x120 size, reg. 4.75 ..... **2.00**

values on sale from

7:00 p.m. 'til 9:00 p.m.

mad, mad bargains.

big savings!

be at Buffums' when

the excitement begins

bring the

entire family!

## STORE FOR MEN

**3.99** value 10.00

**Men's knit shirts**

Washable Orlon® acrylic knit shirts in full fashioned, mockturtle neck style; short sleeves. Solid colors with trim; S,M,L,XL.

**4.99** reg. 17.00

**Men's fine quality sweater**

Buffums' Own cardigan sweater in Orlon® acrylic have durable, double-knit cuffs and waistband.

## STORE FOR BOYS

**1.49** reg. 4.50 to 5.00

**Boys' bermudas**

Handsome bermuda shorts with belt loops in assorted colors; completely washable; 12-18.

## TV AND STEREO SOUND CENTER

Check these special values

Skyprobe antennas, reg. 12.95 ..... **2.95**

RCA transistor radios, reg. 9.95 ..... **5.95**

RCA portable phonograph, reg. 19.95 ..... **15.95**

RCA AM/FM portable radios, reg. 18.95 ..... **13.95**

## CAMERA SHOP

Save in our camera shop

Polaroid® color pack camera No. 230 has all the features to make taking pictures easy, reg. 84.99 ..... **64.99**

GAF "Viceroy" movie camera has zoom lens and electric eye, reg. 69.95 ..... **49.99**

Binoculars, 7x35 wide-angle, reg. 29.99 ..... **19.99**

## LUGGAGE SHOP

**39.99** reg. 65.00

**Skyway luggage**

Jumbo size 30" pullman luggage in discontinued style. Colors in spruce, ivy, topaz or Dresden.

## DRESS SHOP

**9.99** reg. 30.00 to 60.00

**After-five dresses**

Cocktail or formal dresses in pastel or fall shades. Select from lovely chiffons, laces, brocades and blended fabrics; 6-18.

Clearance of summer dresses in cool, featherlight fabrics; many washable; 8-20; reg. 23.00 to 46.00 ..... **15.99 to 23.99**

**DOWNTOWN LONG BEACH ONLY • TUESDAY, SEPT. 2nd, 7:00 P.M. 'TIL 9 P.M. ONLY**

# Buffums' MAD-NITE SALE

**TUESDAY NIGHT SEPTEMBER 2nd, 7 P.M. 'TIL 9 P.M.**

## SUNCHARM SPORTSWEAR

**16.99** reg. 26.00 to 33.00

**Famous maker dresses**

Select wool knit dresses in sleeveless or long sleeved styles. Many feature welting. Fine choice in fashion colors.

Pants in novelty styles, not all sizes in each color, reg. 16.00 to 30.00 ..... **8.99**  
Belted sweater in giant cable stitch, white or pastel colors, reg. 26.00 ..... **16.99**

## LITTLE SHAVER SHOP

**.99** reg. 3.00 to 3.29

**Boys' no-iron shirts**

Boy's short sleeved sport shirts in assorted patterns and colors. All have a permanent press finish, completely washable. Stock up for school, 4-7.

## ACCESSORY SHOP

**3.99** reg. 7.00 to 11.00

**Sweaters**

This group of sweaters includes sleeveless pullover and cardigan styles. Assorted colors and sizes.

## YOUNG CALIFORNIA SHOP

**9.99** reg. 15.00 to 28.00

**Junior dresses**

Final clearance of dresses for juniors and petites. Bright colors in polyesters, cotton voiles, rayon/linen and other blended fabrics. You'll want several for back-to-school.

Long sleeved junior shirts for back-to-school. Several styles in Arnel® triacetate jersey or rayon satin crepe, 5-15, reg. 11.00-20.00 ..... **5.99**  
Junior styled wool jumper and dresses in many looks, 5-13, reg. 13.00 to 26.00 ..... **7.99** and **9.99**  
Shirts, vests and jumpers in real leathers, fun furs, suedes or buckskins are great for your wardrobe, reg. 12.00-60.00 . . . **5.99** to **26.99**

**SHOP BUFFUMS'**

**LATE TONIGHT**

**PRICES EFFECTIVE**

**7:00 p.m. 'til 9:00 p.m.**

**Outstanding values!**

**QUANTITIES LIMITED.**

**SO HURRY!**

## BUDGET DRESSES

**9.99** reg. 15.00 to 28.00

**Summer dresses**

Great selection in summer dress styles; many one-of-a-kind. Fashion colors in cool fabrics: polyesters, nylon jersey, rayon/linen or cotton voile. Misses' or womens' sizes.

**6.99** reg. 17.00 to 20.00

**Jersey dresses**

You'll recognize the famous label on this group of machine-washable dresses. Prints in nylon or Arnel® triacetate knit jersey; 12-20, 12½-24½.

## MATERNITY SHOP

**3.99 to 5.99** reg. 11.00 to 20.00

**Maternity dresses**

Many pretty fashions for the mother-to-be. Select from many styles, prints, colors and fabrics; misses or petite.

## PACESETTER MILLINERY SHOP

**1.00** reg. 5.00 to 11.00

**Summer millinery**

Final clearance of summer styles in fashionable hats. Many colors and fabrics including straws.

## FASHION JEWELRY

**1.00** reg. 2.00 to 3.00

**Enamel jewelry**

You'll want several pieces of these beautiful hand-painted enamel pins and earrings. For yourself and for gifts.

## BRA BAR

**2/2.29** reg. 2.00 each

**Pettipants**

Stock your back-to-school wardrobe with these panties of nylon tricot. Fashion colors: S, M.

## LINGERIE

**5.99** reg. 9.00

**Night shirts**

Barbizon night shirts with matching bikini panties are just the thing for back-to-school. Pastel or fashion shades in pretty prints; P, SM, M.

Boxer short pajamas by Lady Weldon in small floral or plaid print; 34-36 ..... **2.49**  
Nylon tricot pajamas by a very famous maker, many colorful prints, reg. 18.00 ..... **5.99**  
Cotton flannelette gowns, not all sizes in all colors, reg. 7.00 to 8.00 ..... **3.99** to **4.99**  
Half slips in semi-full, short length. Pink, blue or yellow; P, SM, M, reg. 9.00 ..... **3.99**  
Famous maker half-slips in nylon tricot, White, blue, or beige; S, M, reg. 5.00 ..... **2.49**  
Full slips of nylon tricot, some in a special "stabilized" tricot to wear under knits, reg. 6.00 to 12.00 ..... **2.99** to **5.99**  
Barbizon's "Sylph" Tofredda nylon slips to clear, reg. 6.00 ..... **3.99**

## GIRLS' SHOP

**1.19** reg. 2.00 to 4.00

**Girls' no-iron slips**

Her Majesty slips of nylon or Kodel® polyester have permanent-press finish, built-up shoulders, adjustable straps and Tuck-'n-grow features. A back-to-school savings!

Girl's panties by Carter in discontinued styles and colors. Banded or ruffle-legs, double or single seat, pastel or prints, reg. .75 to 90 pr. .... **.49**

**DOWNTOWN LONG BEACH ONLY • TUESDAY, SEPT. 2nd, 7:00 P.M. 'TIL 9 P.M. ONLY**

# MAD-NITE SALE

DOWNTOWN  
LONG BEACH

TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.

## MADNIGHT at MANDEL'S

**DRESS SHOES**

Including Air-Steps

Values to \$25

**\$5**

**FLATS & CASUALS**

Values to \$20

**\$3**

Charge It!

MANDEL'S Long Beach, 3rd & Pine

VALUABLE COUPON

### The WIG FACTORY

NEW ADDRESS

303 PINE AVE., LONG BEACH 437-9200

Get Acquainted Sale



**ANY**

\$19.95 WIG or FALL  
\$29.95 WIGLET or  
\$39.95 CASCAD  
\$49.95

Only

**\$10**

In Our Back Room Display  
Over 2000 Pieces to Choose From

With this Coupon

**ALL DAY Tuesday, September 2nd**

9 A.M. to 11 P.M.

*Gene's*

Long Beach,  
450 Pine Avenue

*mad nite* Sale

REG. \$5 to \$8 COTTON KNIT T-TOPS  
our top make-from reg. stock, newest styles

**\$2.99 and \$3.99**

REG. \$6 to \$15 DACRON-COTTON BLOUSES  
beautiful white dressy styles and prints

**\$2 to \$5**

REG. \$9 to \$13 NOVELTY WIDE-LEG PANTS  
biggest pant sale of the year...whites, stripes,

**\$5**

REG. \$10 to \$13 WOOL SKIRTS  
great for school or career, solids, patterns

**\$5**

REG. \$10 to \$13 WOOL or ORLON SWEATERS  
all famous make solids and stripes

**\$5**

REG. \$20 to \$40 DRESSES and FORMALS  
final clearance summer dresses:  
casuals, dressy and even long-formals

**\$5 and \$10**

*Zukors*

DOWNTOWN  
LONG BEACH  
ONLY

235 PINE AVE.

## 550 SUMMER DRESSES

COTTONS

JERSEYS

PRINTS

POLYESTERS

2-PC. CASUALS

DRESSY

AFTER 5'S

MISSY

JUNIOR

HALF

SIZES

**3<sup>88</sup>**

**5<sup>88</sup>**

**7<sup>88</sup>**

REG. TO 29.99

## BLOUSE SPECIAL

REG. 6.99 **1<sup>00</sup>**

## 100% WOOL COATS

82 ONLY, fully-lined, every  
one a fantastic value, Missy  
and Half Sizes. REGULAR TO  
\$49.99

**14<sup>88</sup>**

## DUSTERS

FULL LENGTH, FULLY LINED,  
REG. \$19.99, MISSY & HALF SIZES, ONLY.....

**8<sup>88</sup>**

IMPORTED DOUBLE KNIT

3-PC. WOOL SUITS

REGULAR \$59.99

**25<sup>00</sup>**

## SPORTSWEAR CLEARANCE

Famous Label Tops and Pants

REGULAR \$6<sup>99</sup> to \$12<sup>99</sup> .... **1/2 PRICE**

**CAPRIS**—Regular 10.99 ..... **2.00**

Tuesday, Sept. 2, 1969



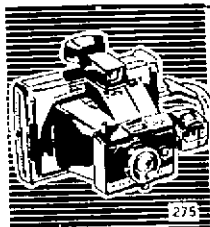
# MAD-NITE SALE

**DOWNTOWN  
LONG BEACH**
**TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.**
**KAY**  
Jewelry

COAST TO COAST

IT'S O.K. TO OWE KAY!

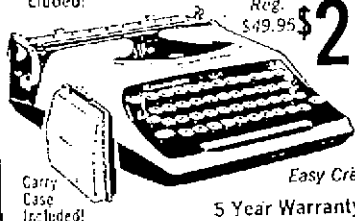
## MAD NITE SALE

**TUESDAY, SEPT. 2nd**
**7 to 11 P.M.**
**319 PINE AVE.  
LONG BEACH**


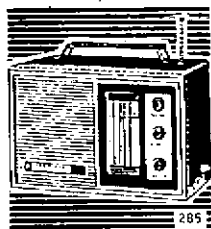
"The Impossible Camera"  
Polaroid Colorpack II  
Land Camera. Most desirable  
features of any camera inven-  
ted! Color pictures in 60 sec!  
Compare at \$29.95 **\$23.88**  
Easy Credit Terms!

### REMINGTON Portable Typewriter

All new, precision made portable, lightweight and  
sturdy. 44 character keyboard and many other big  
machine features. FREE touch typing course in-  
cluded!

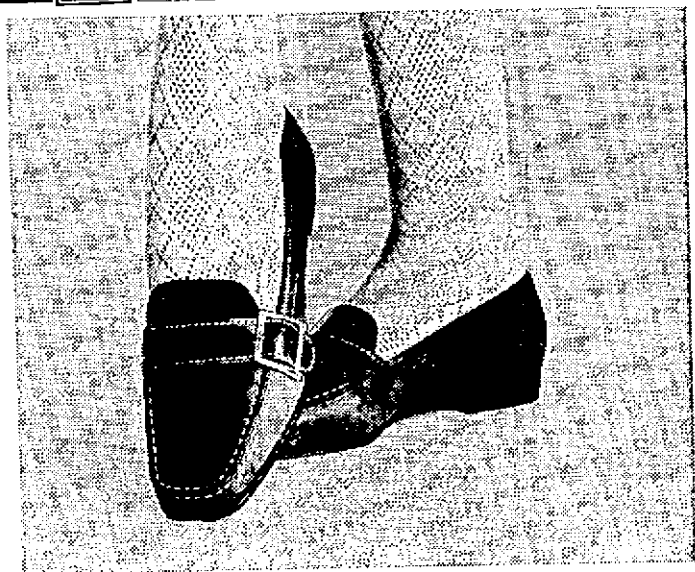


Reg. \$49.95 **\$29.88**  
Easy Credit Terms!

**5 Year Warranty**


15 Transistors, AFC Control  
5-Band Radio  
Listen to AM, FM—Police, Short  
Wave, Marine bands. Operates  
on batteries & AC. Twin head-  
phones included.  
Compare at \$59.95 **\$29.88**  
Easy Credit Terms!

BankAmericard and Master Charge Welcome


**4-HOUR SPECIAL! \$5.60**

Reg. 6.99 Moc has wide watchband strap with great  
gift buckle. It's a classic bronze washide upper with soft,  
squared toe. Save now on this sophisticated campus choice!

*Leed's*  
*Quality Craft Shoes*

 Only At 257 PINE AVE.  
Downtown Long Beach

# Lerner Shops

**501 PINE AVE.**
**MAD NITE SALE**  
**TUESDAY 7:00 P.M. to 11:00 P.M.**

## Unrestricted Choice: ENTIRE STOCK 15% off

**FOR LADIES:** Select from dresses, coats, suits, sportswear,  
lingerie, robes, stockings, accessories!

**FOR GIRLS:** Select from dresses, coats, sportswear, play-  
wear, underwear, accessories!

**FOR BOYS:** Select from jackets, shirts, sweaters, slacks!

### Other Fashion Specials REDUCED

## 25% to 60% and more!

(NO ADDITIONAL DISCOUNTS ON THESE ITEMS)

ORIG. 6.99 TO 13.99  
**FASHION DRESSES** **3.00 & 4.00**

ENTIRE 2.99 STOCK  
**FASHION TOPS** **2.22**

ORIG. 1.59 TO 2.99  
**GIRLS & BOYS SPORTSWEAR** **88¢**

MANY STYLES, BUT NOT IN EVERY SIZE AND COLOR.

*It's easy to be fashionable...just charge it!*

# Walker's MAD-NITE SPECIALS Walker's MAD-NITE SPECIALS

the friendly store of Long Beach

Tonight Only — Tuesday, September 2nd — 7:00 P.M. 'Til 11:00 P.M.

## Men's Wool Suits

reg. 65.00

**33<sup>93</sup>**

30 suits only! Odds and ends taken from our regular stock. Broken sizes.

Minor Alterations Only!

street floor



## Butterfly Print Handbags

7.00 val.

**1<sup>97</sup>**

Laminated butterfly print handbags in five attractive styles. Colorful designs on a white background.

street floor



## Jumbo Bed Rests

reg. 4.99

**2<sup>99</sup>**

Colorful print covered bed rests with jumbo cording. Foam filled. Great for resting or reading.

lower floor



### Sewing Thread

to 20c **7<sup>c</sup>**  
Mercerized dual duty, buttonhole twist.  
third floor

### Sewing Machines

White deluxe port. 49.00  
Dress maker zig-zag ..... 69.95  
Bobbins, ea. .... 10c  
third floor

### Lace Edgings

to 1.25 yd. **12<sup>c</sup>**  
Narrow lace edgings and trims, 2" to 6" wide.  
third floor

### China Tea Cups

3.00 val. **1<sup>77</sup>**  
Bone china decorated tea cups and saucers.  
lower floor

### Vanity Accessories

reg. 3.00 **77<sup>c</sup>**  
Waste paper baskets. Attractive pastel colors.  
third floor

### Boys' T-Shirts

1.00 val. **33<sup>c</sup>**  
Cotton T-shirts with pocket. Broken sizes to 18 yrs.  
third floor

### Vanity Accessories

reg. 1.50 **33<sup>c</sup>**  
Powder boxes, lotion dispensers, lipstick holders, soap dishes, etc.  
third floor

### Martex Hand Towels

89c val. if perf. **5/1<sup>00</sup>**  
Martex hand towels, two tone reversible #1 seconds.  
third floor

### Fabric Lengths

special **39<sup>c</sup>**  
Usable fabric lengths in, pleats, plains and novelties.  
third floor

### Cannon Blankets

5.99 (if perf.) **2<sup>69</sup>**  
Thermal Weave, 72x90 size. 4" acetate satin binding.  
third floor

### Double Knit Fabrics

to 9.00 yd. **3<sup>50</sup>**  
60" wide, polyester double knit. Machine washable and dryable.  
third floor

### Garter Belts

to 3.00 **2/1<sup>00</sup>**  
Cotton and nylon. Many styles. Sizes 26 to 40.  
street floor

### Tier Curtains

reg. 2.79 pr. **1<sup>46</sup>**  
24, 30, 36 inches long. White and colors. Valance, 1.69 ea. .... 85c  
lower floor

### Costume Jewelry

to 2.00 **59<sup>c</sup>**  
Necklaces, pins, earrings, bracelets. Silver, gold, colors.  
street floor

### Vacuum Cleaners

Eureka lt. wgt. ... 24.95  
Eureka upright ... 54.95  
Hoover bags, pkg. ... 80c  
third floor

### Panty Hose

reg. 2.25 **99<sup>c</sup>**  
Sheer seamless. Fashion colors. Petite to tall.  
street floor

## We Get Madder by the Half Hour

These specials on sale Tuesday Night from 7 to 11 p.m. While They Last!

7:00 p.m. reg. to 5.95 yd. Decorator upholstery fabrics. **49<sup>c</sup>**  
7:30 p.m. to 2.98 Women's shorts, skirts, jackets, pants, etc. **44<sup>c</sup>**  
8:00 p.m. 6.00 val. Copies of famous designers handbags. **27<sup>c</sup>**  
8:30 p.m. reg. 2.49 Pillow cases and tubing. Stamped to embroider. **99<sup>c</sup>**  
9:00 p.m. reg. 79c Women's acetate or nylon tricot briefs. Slightly irreg. **39<sup>c</sup>**  
9:30 p.m. 49c val. Boys' and girls' cotton anklets. **9<sup>c</sup>**  
10:00 p.m. reg. 1.00 Men's crew socks. **23<sup>c</sup>**

### Panty Girdles

to 5.00 **1<sup>99</sup>**  
Lightweight lycra@spandex. Many styles. Sizes S-M-L.  
street floor

### Co-ordinates

to 5.00 **2<sup>99</sup>**  
Fake leather skirts, vests, jackets, pants, jumpers. Sizes 8 to 16.  
street floor

### Nylon Scarves

reg. 59c **17<sup>c</sup>**  
Nylon squares in black and white only.  
street floor

### Cosmetics

reg. 6.00 **2/3<sup>00</sup>**  
Eyelashes — hand made. Human hair. Brown or black.  
street floor

### Women's Handkerchiefs

29c val. **7<sup>c</sup>**  
Cotton floral prints on white background.  
street floor

### Women's Sportswear

to 4.98 **97<sup>c</sup>**  
Pant tops, blouses, Orlon® acrylic shells. Sizes S-M-L.  
second floor

### Stationery Items

to 1.50 **37<sup>c</sup>**  
Gift items. Bridge score books, today memos, calendars.  
street floor

### Women's Knit Coats

reg. 35.00 **23<sup>88</sup>**  
Double knit wool coats. Roll shawl collar. Button style.  
second floor

### Women's Sleepwear

5.00 **2<sup>99</sup>**  
Short slips, baby dolls, gowns. Easy care fabrics.  
second floor

### Women's Lingerie

reg. 3.00 **1<sup>99</sup>**  
Women's pajamas, gowns, and half slips. Easy-care fabrics.  
second floor

### Women's Bras

reg. 2.00 **99<sup>c</sup>**  
Cotton bras. Many styles in B and C cups. White only.  
second floor

### Panty Girdles

reg. 6.00 **3<sup>99</sup>**  
Easy or sturdy control panty girdles. Sizes M-L-XL only.  
second floor

### Women's Casual Shoes

to 15.00 **4<sup>00</sup>**  
Famous brands in straps, sandals, slippers. Low and wedge heels.  
second floor

### Millinery

to 2.99 **97<sup>c</sup>**  
Odds and ends of women's millinery. Many types.  
second floor

### Women's Shoes

to 14.00 **1<sup>00</sup>**  
Many brands in dress, flats, casual and sport styles.  
lower floor

### Men's Jackets

reg. 5.00 **2<sup>33</sup>**  
Nylon jackets in four colors. Sizes S-M-L-XL.  
street floor

### Women's Jackets

special **1<sup>99</sup>**  
Vinyl and vinyl suede jackets. Small sizes only.  
street floor

### Women's Sandals

reg. 3.00 **66<sup>c</sup>**  
Flat heels. Choose silver, yellow, black or white.  
street floor

### Women's Sweaters

to 5.98 **2/5<sup>00</sup>**  
Orlon® acrylic slippers. Short and long sleeves. S-M-L.  
street floor

### Bear Brand Win Knit

reg. 1.59 **77<sup>c</sup>**  
Orlon® acrylic Wintuck. 4-ply knitting worsted weight. Twin Pack.  
third floor

### Suits, Sportswear • second floor

28.00 Acrylic knit suits ..... 20.00  
40.00 Acetate knit suits ..... 35.00  
to 10.00 Capris and flared leg pants, 8 to 18 ..... 6.99  
to 8.00 Orlon® acrylic sweaters, S-M-L sizes ..... 4.99  
to 6.98 Skirts, capris, blouses, mini shifts ..... 2.97  
to 4.98 Blouses, shells, jamaicas, S-M-L sizes ..... 1.77  
to 8.00 Skirts, blouses, ea ..... 4.99

### Furniture • fourth floor

18.95 Molded plastic pictures, 33x45" ..... 5.00  
to 8.95 Mill end carpet closeout, sq. yd. .... 3.88  
19.95 Group of table lamps ..... 5.00  
89.95 Van Vorst mattress sets, twin size ..... 45.00  
special — Carpet samples, many sizes ..... 44c

### Drapery Fabrics • lower floor

2.98 yd. Short bolt ends drapery fabric, yd. .... 99c  
2.49 yd. 32 oz. Vinyl, slightly irregular, yd. .... 1.25

### Men's Clothing • street floor

4.00 100% nylon dress shirts ..... 1.33  
1.25 Heavy duty T-shirts, with pocket ..... 77c  
4.00 No-iron sport shirts, short sleeves ..... 1.88  
13.00 to 17.00 Dress slacks ..... 7.93  
2.95 Cotton flannel sport shirts ..... 1.33  
4.00 Cotton flannel pajamas ..... 1.93  
4.00 Apache scarves, 27" size ..... 1.33



## Easy Care Shifts

reg. 8.00

**3<sup>99</sup>**

Transitional easy care shifts with button front. Choose from plaids or stripes in sizes 8 to 14.  
second floor

## Shirt 'N' Skirt Sets

reg. 17.00

**5<sup>99</sup>**

Fully lined, gathered skirt in solid colors. Matching multi-stripe shirt in pink, blue or yellow. Dacron® polyester and cotton, sizes 8 to 16.  
second floor



## Sportswear Separates

val. to 8.98

**2<sup>88</sup>**

Group includes skirts, pants, jamaicas and jackets. High fashion colors — sizes 8 to 18.  
street floor



# DOWNTOWN LONG BEACH



**BIGGEST BARGAIN BONANZA THIS FALL!**  
**TUESDAY, SEPT. 2nd**  
**7 P.M. 'TIL 11 P.M.**  
**DON'T MISS THIS TWICE A YEAR  
HAPPENING!!!**

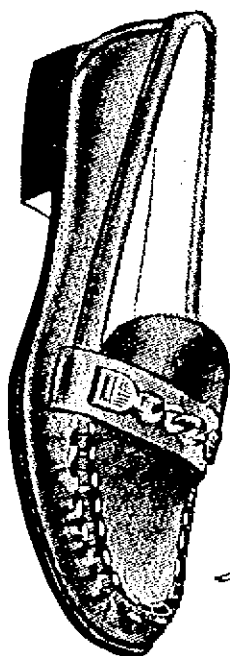




# MAD-NITE SALE

**DOWNTOWN  
LONG BEACH**
**TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.**
*Sweet Steps*

reg. 6.99

**chain moc**
**5<sup>60</sup>**


**4 Hours Only!**  
A dilly of a moc that's a great value at its regular low price! Tan waxy leather uppered, with hand sewn vamp, metal link trim. Take advantage of this 3-day price!

**BURTS**  
*fashion shoes*

 335 PINE AVE.  
Downtown Long Beach

**G Woolworth**  
the fun place to shop... **50<sup>th</sup> ANNIVERSARY**
**FREE**
**HELIUM BALLOONS  
FOR THE KIDS!**
**FREE**
**TERRIFIC VALUE!**
**LADIES' COATS**

This new assortment has the latest styles of coats, Black or white — crushed leather-look coat, single and double breasted styles. Also suede-look coats with imitation fur collars. Sizes 10 to 18. Compare these coats to those selling at \$15.00 and \$20.00.

**MONDAY NIGHT ONLY**
**\$7.77**
**USE OUR CONVENIENT LAY-AWAY PLAN**

 Electric  
**DRY  
IRON**

 U.L. Approved  
Quick and easy  
to use

**\$6<sup>99</sup>**

 13-OZ. FAMOUS  
HELENE CURTIS

**Spray Net  
HAIR  
SPRAY**

 Both reg. and  
hard-to-hold

**2 FOR \$1**

New Shipment

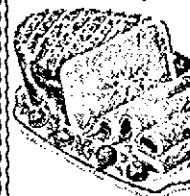
**FLANNEL  
PRINTS**

 Thousands of  
yards to choose  
from. Many,  
many prints.

Reg. 49c

**37c**

IMPORTED 1 LB.

**CANNED  
HAMS**


REG. 1.39

**99c**

 GOOD  
FROM  
10 A.M. TO  
8 P.M.

**Sav-on**  
DRUG STORES

 GOOD  
FROM  
10 A.M. TO  
8 P.M.

**Only at 400 PINE AVE., DOWNTOWN L. B.**
**LYSOL 14-OZ.  
AIR FRESHENER**

REG. 1.39

**98c**
**QUART  
LISTERINE**

REG. 1.57

**\$1<sup>39</sup>**
**GIANT  
JOY**
**2<sup>10-oz.  
cans</sup> 79c**
**BREEZE BOX**

WESTINGHOUSE 20"

REG. \$22.95

**\$17<sup>88</sup>**
**SAV-ON  
VITAMINS**

THOSE IN SPECIAL DUMP BIN ONLY

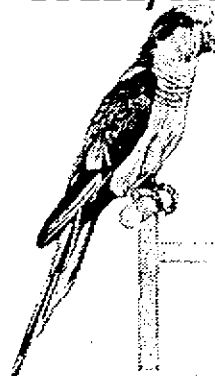
**2 FOR  
PRICE  
OF 1**
**BRECK  
SHAMPOO**

REG. 1.49

**98c**

 Made in Italy  
**ROUND BIRD CAGE**
**7.59**

 Beautiful but practical; easy to  
keep clean. White wire; red,  
blue, yellow trims, 15x13"

**"WELL, HELLO, POLLY!"**

 REG. 9.95  
MONDAY NIGHT  
ONLY

**\$7<sup>77</sup>**

 NEW SHIPMENT  
BEE BEE PARROTS

 Imported under new U.S.  
Public Health Regulations.

**DOWNTOWN LONG BEACH ONLY**

VALUES IN EFFECT 7 TO 11 TUESDAY NIGHT, SEPT. 2

**SATISFACTION GUARANTEED-REPLACEMENT OR MONEY REFUNDED**



# MAD-NITE SALE

TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.

**Penneys**  
ALWAYS FIRST QUALITY

**DOWNTOWN STORE ONLY**  
**ALL MERCHANDISE ON SALE AT 7 P.M.**

**ALL QUANTITIES ARE LIMITED, SO SHOP EARLY FOR BEST SELECTION!**

**7 P.M. SPECIAL!**  
**WOMEN'S ANKLE PANTS**

**2.99**

Collect several pair of these beautifully basic ankle pants. Assorted colors and fabrics. Sizes 8-18.

SECOND FLOOR

**7 P.M. SPECIAL!**  
**PRE-SCHOOL BOYS' KNIT SHIRTS AND WALK SHORTS**

**99¢**

Odds and ends of better quality cotton knit shirts and walk shorts for that very young set. Assorted Colors.

SECOND FLOOR

**7 P.M. SPECIAL!**  
**INFANT'S SLEEPERS**

**3 FOR \$5**

1 to 4

**3 FOR \$6**

3 to 8

Infants' two-piece cotton knit sleepers. Gripper fasteners. Nursery print tops with solid color bottoms. Feet-in!

SECOND FLOOR

**7 P.M. SPECIAL!**  
**GIRL'S PANTIE HOSE**

Treat her to a half dozen pairs . . . and treat your budget too! Full cut in her favorite colors. Sizes 6 to 18.

SECOND FLOOR

**88¢**

**7 P.M. SPECIAL!**  
**WOMEN'S WHITE UNIFORMS**

**4.66**

Special buy of smartly styled, machine washable uniforms. Many styles to choose from. Misses, juniors and half sizes.

SECOND FLOOR

**7 P.M. SPECIAL!**  
**FLOOR SAMPLE INFANTS' CRIBS**

Orig. 69.98 NOW

**47.88**

Sturdily constructed. Infants' cribs in burnished maple finish. Shop early as there are only 2 at this low price.

SECOND FLOOR

**7 P.M. SPECIAL!**  
**INFANTS' TRAINING PANTS AND SHIRTS**

**3 FOR 88¢**

Fine cotton knit undershirts and pants. Pants have elastic waist and triple crotch.

SECOND FLOOR

**7 P.M. SPECIAL!**  
**WOMEN'S PRINT SLACK SET**

Smartly tailored two-piece slack sets in an array of colorful prints. Ideal for those casual hours. Sizes 8 to 18.

**4.99**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**WOMEN'S NYLON SHELLS**

Sleeveless style nylon shells that are ideal with slacks and shorts. Good assortment of colors.

**66¢**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**TAILORED JUNIOR BLOUSES**

Handsomely tailored blouses for the junior crowd. Ideal with skirts for back-to-school. Assorted colors.

**1.77**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**WOMEN'S WALK SHORTS**

Odds and ends of better quality walking shorts to clear at this one low price. Assorted fabrics and colors.

**1.77**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**WOMEN'S ASSORTED SHIRTS**

Women's cool, colorful shirts in attractive styles, fabrics and colors. Ideal for the warm days ahead.

**1.99**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**GIRL'S NYLON JACKETS**

Girl's light-weight nylon jackets that will be ideal for back-to-school. Assorted colors. Sizes S.M.L.

**3.66**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**GIRL'S BETTER SWIMWEAR**

Girl's better quality swimwear greatly reduced to clear. Take advantage of these terrific savings. Assorted styles and colors.

**1.88**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**GIRL'S ANKLE PANTS**

Girl's stretch denim Penn-Press® pants for no-iron when machine washed and tumble dried. In assorted colors.

**1.66**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**WOMEN'S ORLON SWEATERS**

Women's 100% Orlon acrylic sweaters. Slipover style with short sleeves. Assorted colors. Sizes 36 to 42.

**2.88**

SECOND FLOOR

**7 P.M. SPECIAL!**  
**BOYS' WALKING SHORTS**

Included in this group of walking shorts are some cut off jeans. Solid colors and colorful plaids.

**99¢**

DOWNTOWN STORE

**7 P.M. SPECIAL!**  
**BOY'S SHORT SLEEVE SPORT SHIRT**

**2 FOR \$3**

Of polyester and cotton; never need ironing, just machine washing and drying. Assorted plaids. Sizes 6-18.

DOWNTOWN STORE

**7 P.M. SPECIAL!**  
**GIRL'S COTTON PANTIES**

**4 FOR 99¢**

Girls can use these double knit, band leg briefs by the dozen. So scoop them up now in white. Sizes 6-14.

SECOND FLOOR

**7 P.M. SPECIAL!**  
**BOY'S STRIPED POLO SHIRTS**

**1.44**

Always a back-to-school favorite — boy's cotton knit polo shirts in colorful striped patterns. Short sleeves and crew neck.

DOWNTOWN STORE

**7 P.M. SPECIAL!**  
**BOY'S ASSORTED PANTS**

**1.99**

Terrific special buy of better quality boy's pants that will be ideal for back to school. Cotton cords and casual slacks.

DOWNTOWN STORE

**7 P.M. SPECIAL!**  
**BOY'S FLARE LEG JEANS**

**2.99**

Boy's popular flare leg jeans in colorful plaid patterns. Sturdy blend of 50% polyester and 50% cotton.

DOWNTOWN STORE

**7 P.M. SPECIAL!**  
**BOYS' ASSORTED SCHOOL SOCKS**

**3 FOR 88¢**

Terrific savings on back-to-school socks. Included are dress socks as well as white athlete's socks. Sizes S.M.L.

DOWNTOWN STORE

**7 P.M. SPECIAL!**  
**BOY'S CARDIGAN SWEATERS**

Orlon® acrylic, Spandex cardigan sweaters for back-to-school. At this low price you can buy him several.

**2.99**

DOWNTOWN STORE

PENNEYS

FIFTH AND PINE

DOWNTOWN LONG BEACH



# MAD-NITE SALE

## DOWNTOWN LONG BEACH

**TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.**

**Penneys**  
ALWAYS FIRST QUALITY

# DOWNTOWN STORE ONLY

## ALL MERCHANDISE ON SALE AT 7 P.M.

**ALL QUANTITIES ARE LIMITED, SO SHOP EARLY FOR BEST SELECTION!**

<p>7 P.M. Special</p> <p><b>CUSTOM DRAPERY CLOSEOUT</b> 33"-98" lengths Orig. \$14 to \$104</p> <p><b>NOW \$4 to \$30</b></p> <p>Fantastic savings on top quality custom-made draperies. Just a fraction of their regular price. Assorted fabrics in decorator colors. 65 pair only!</p> <p>DOWNSTAIRS STORE</p>	<p>7 P.M. Special!</p> <p><b>CHILDRENS' AND WOMEN'S FABRIC SHOES</b></p> <p><b>1.77</b></p> <p>Odds and ends of women's and children's fabric, sport-style shoes. Assorted colors. Broken sizes.</p> <p>STREET FLOOR</p>	<p>7 P.M. SPECIAL!</p> <p><b>WOMEN'S HEELS AND FLATS</b> Better quality women's shoes at this low closeout price. Assorted styles in both heels and flats. Terrific buys!</p> <p><b>2.44</b></p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>MEN'S SLEEPWEAR</b> Men's cotton sleepwear in short sleeve, short leg styles. Terrific buys at this low price. 40 Only!</p> <p><b>1.88</b></p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>"AQUA NET" HAIR SPRAY</b> "Aqua Net" hair spray, the all weather hair spray with the super hold. 13-ounce can.</p> <p><b>57¢</b></p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>PECTIN FRUIT SALAD</b> You'll want to stock up on this all time favorite. So fresh and tasty. Shop early, don't be disappointed.</p> <p><b>29¢ lb.</b></p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>WOMEN'S KNEE HIGH HOSE</b> Popular knee-high hose at a terrific low price. Good selection of popular colors.</p> <p><b>2 for \$1</b></p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL</p> <p><b>WOMEN'S PANTIE HOSE</b> Seamless stretch, nylon pantie hose. Chosse from Suntan or Gala. Sizes S, M, L and XL.</p> <p><b>2 for 1.99</b></p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>WOMEN'S ACETATE BRIEFS</b> Full-cut acetate briefs with the additional comfort of elasticized leg and waistband. Stock up!</p> <p><b>3 for \$1</b></p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>ASSORTED HAND TOWELS</b> Thissy terry hand towels, 15 by 25 inches. White, pink, gold and green.</p> <p><b>22¢</b></p> <p>DOWNSTAIRS STORE</p> <p>7 P.M. SPECIAL!</p> <p><b>24" x 42" SCATTER RUGS</b> Better quality scatter rugs that originally sold for 6.00. Generous 24 by 42 in. size. Decorator colors.</p> <p><b>2.88</b></p> <p>DOWNSTAIRS STORE</p> <p>7 P.M. SPECIAL!</p> <p><b>CARPET REMNANTS</b> You'll find top quality carpeting in this group... Including such fine fibers as wool, nylon, acrylic and others. Serged edges.</p> <p><b>2 for \$5</b></p> <p>DOWNSTAIRS STORE</p>	<p>7 P.M. SPECIAL!</p> <p><b>MEN'S COTTON KNIT BRIEFS</b></p> <p><b>2 for 99¢</b></p> <p>Well cut for maximum comfort and wear. 1x1 cotton rib knit. Sturdy elastic waistband on briefs.</p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>WOMEN'S SLEEVELESS BLOUSES</b></p> <p><b>99¢</b></p> <p>Women's 100% cotton blouses with Wash and Wear finish. Sleeveless styles. Solid colors as well as prints.</p> <p>SECOND FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>BONDED KNIT YARDAGE</b></p> <p><b>1.67 yd.</b></p> <p>Luxurious bonded knits in 54 and 60 inch widths. Solids and patterns. Beautiful fall colorings.</p> <p>DOWNSTAIRS STORE</p> <p>7 P.M. SPECIAL!</p> <p><b>POLYESTER BED PILLOWS</b> These are filled with polyester foam. Attractive blue and white ticking. 20 x 26 inches.</p> <p><b>\$2</b></p> <p>DOWNSTAIRS STORE</p>	<p>7 P.M. SPECIAL!</p> <p><b>WOMEN'S STRAW HANDBAGS</b></p> <p><b>1.22</b></p> <p>Treat yourself to 2 or 3 of these summer straws. Great assortment of shapes and colors.</p> <p>STREET FLOOR</p> <p>7 P.M. SPECIAL!</p> <p><b>Assorted BLANKET REMNANTS</b></p> <p>APPROXIMATE SIZES</p> <table><tr><td>30x60"</td><td>48¢</td></tr><tr><td>40x60"</td><td>62¢</td></tr><tr><td>50x70"</td><td>78¢</td></tr><tr><td>32x60"</td><td>56¢</td></tr><tr><td>60x60"</td><td>84¢</td></tr><tr><td>70x88"</td><td>1.66</td></tr></table> <p>Assorted blanket ends in reversible prints and solids.</p> <p>DOWNSTAIRS STORE</p> <p>7 P.M. SPECIAL!</p> <p><b>PIECE GOODS SHORT LENGTHS</b></p> <p><b>66¢ yd.</b></p> <p>Close out of famous maker's higher priced, woven fabrics. Useable short lengths.</p> <p>DOWNSTAIRS STORE</p>	30x60"	48¢	40x60"	62¢	50x70"	78¢	32x60"	56¢	60x60"	84¢	70x88"	1.66
30x60"	48¢															
40x60"	62¢															
50x70"	78¢															
32x60"	56¢															
60x60"	84¢															
70x88"	1.66															
<p>7 P.M. Special!</p> <p><b>MEN'S FIRE HOSE JEANS</b> Orig. 4.98</p> <p><b>NOW 2.88</b></p> <p>Final clearance on these well constructed jeans in the narrow Fire Hose styling. Yellow only!</p> <p>STREET FLOOR</p>	<p>7 P.M. Special!</p> <p><b>WOMEN'S SEAMLESS NYLON HOSE</b></p> <p><b>3 for \$1</b></p> <p>Glamorously sheer seamless nylon hose. First quality. Popular Suntan shade. Sizes 8½ to 11.</p> <p>STREET FLOOR</p>	<p>7 P.M. Special!</p> <p><b>MEN'S JACKETS</b></p> <p><b>3.88</b></p> <p>Machine washable sport jackets of 65% polyester and 35% cotton. Navy, tan and olive.</p> <p>STREET FLOOR</p>	<p>7 P.M. Special!</p> <p><b>MEN'S SWIMWEAR</b></p> <p><b>1.99</b></p> <p>Final clearance of better quality swimwear. Assorted fabrics, styles and colors.</p> <p>STREET FLOOR</p>	<p>7 P.M. SPECIAL!</p> <p><b>PLASTIC DRESS HANGERS</b> Now you can stock up on all those dress hangers you've been wanting. Sturdy plastic construction.</p> <p><b>2¢</b></p> <p>DOWNSTAIRS STORE</p>												

**PENNEYS**
**FIFTH AND PINE**
**DOWNTOWN LONG BEACH**

# **MAD-NITE SALE**

**DOWNTOWN  
LONG BEACH**

**TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.**

## **EVERYONE'S DOING IT . . .**



**DON'T YOU MISS**

# **DOWNTOWN**

**LONG  
BEACH**

## **MAD-NITE SALE!**

**SEPT. 2ND ONLY TUESDAY**

**7 P.M. TO 11 P.M.**

# MAD-NITE SALE

DOWNTOWN  
LONG BEACH

TUESDAY • SEPTEMBER 2nd • 7 to 11 P.M.

## SHOP DOWNTOWN MADNITE SALE

**\$1, \$2, \$3** and up

**MAD-NIGHT**

309 PINE AVE. **KARL'S** LONG BEACH

*Fashion Footwear for the Family*  
WE HONOR BANKAMERICAN & MASTER CHARGE

QUALITY

SAVINGS

MAD-NITE  
SALE

TUESDAY  
SEPT. 2

### WHITE CROSS DISCOUNT CENTER

**SEGO**

LIQUID  
10-OZ. CANS

**5 CANS \$1**

ALL THE "VERY" FLAVORS



**PANTY HOSE**

FIRST QUALITY  
1.69 VALUE

**ONLY 79¢**

CHOICE OF  
SHADES & SIZES



"THE GENTLE LAXATIVE"  
**METAMUCIL**

3.33 SIZE  
14-OZ. BOTTLE

**2<sup>27</sup>**

ROBINS  
**ALLBEE** WITH C

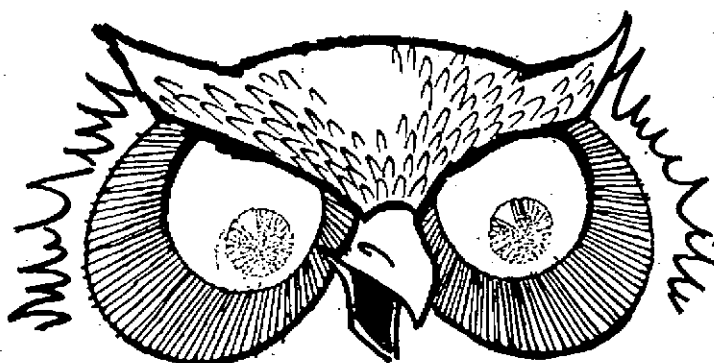
7.98 SIZE  
100 CAPSULES

**3<sup>97</sup>**

**221 PINE AVE.**

**DOWNTOWN LONG BEACH**

## MAD-NITE SALE



**FREE PARK AND SHOP**



**DON'T MISS THIS  
TWICE-A-YEAR  
HAPPENING!**

**TUESDAY, SEPT. 2nd  
7 P.M. 'TIL 11 P.M.**

**DOWNTOWN  
LONG BEACH**

DOORS  
OPEN  
PROMPTLY  
7 P.M.

# MAD-NITE SALE

PLENTY  
OF FREE  
PARKING

LUCKY YOU! Remember the BARGAINS you got last year's MAD-NITE? They're even BETTER TONIGHT... Come and see for yourself.

12 Strands Only  
**CULTURED PEARLS**  
6-7MM size—As they come from the growers  
**TONITE ONLY .... \$8**

26 Only Ladies' Fashion  
**PENDANT WATCHES**  
2-year factory guarantee  
Reg. \$12.95 value Tonight only... **\$4**

28 Only Men's Wrist  
**WATCHES**  
Fancy dials in white or yellow gold color, 2-year guarantee Tonite only... **\$5**

**Ladies' Diamond Rings**  
Sizing, if needed, extra

5 DIAMONDS WEDDING RING, 14K	\$10
4 DIAMONDS WEDDING RING, 14K	\$8
3 DIAMONDS WEDDING RING, 14K	\$7
5 DIAMONDS WEDDING RING, 14K	\$15
3 DIAMONDS WEDDING RING, 14K	\$6
5 DIAMONDS WEDDING RING, 14K	\$7
18 DIAMONDS WEDDING RING, 14K	\$20
1 DIAMOND WEDDING RING, 14K	\$3

**LAWSON'S JEWELERS** 250 PINE AVE  
Downtown Long Beach

## LUCKY 7-11 MAD-NITE SALE

The wackiest—craziest sale ever held in Long Beach—Everything for sale—nothing held back.  
BUY ALL THE GIFTS YOU NEED FOR EVERY OCCASION.



## HOURS--PRICES--TERMS

ONLY 3 MINUTES TO OPEN AN ACCOUNT

### UNCALLED FOR DIAMOND WATCH LAYAWAYS ALL BRAND NEW--NEVER OUT OF THE STORE JUST PAY BALANCE DUE

18 Diamonds Longines, Reg. \$325. 14K	<b>BALANCE DUE ..... \$164</b>	20 Diamonds Elgin 14K, Reg. \$395.	<b>BALANCE DUE ..... \$120</b>
12 Diamonds WITTENAUER, Reg. \$225. 14K	<b>BALANCE DUE ..... \$122</b>	10 Diamonds Bulova 14K, Reg. \$255.	<b>BALANCE DUE ..... \$90</b>
10 Diamonds Bulova, 14K, Reg. \$250.	<b>BALANCE DUE ..... \$90</b>	12 Diamonds, 1 Carol Hamilton, Reg. \$750	<b>BALANCE DUE ..... \$285</b>
10 Diamonds Elgin 14K, Reg. \$180.	<b>BALANCE DUE ..... \$85</b>	10 Diamonds Elgin, 14K, Reg. \$450	<b>BALANCE DUE ..... \$97.50</b>

PLEASE BE PATIENT, the doorman will let you in as quickly as possible.

12 Only  
**PRE-ENGAGEMENT DIAMOND RINGS** Reg. \$25. **\$7**

96 Only LADIES'—MEN'S  
**EXPANSION WATCH BANDS**  
Reg. \$2.50 ..... **5c**  
PRICE IS NOT AN ERROR

18 Only  
**SKINDIVER WATCHES**  
with Calendar  
2-Year Factory Guarantee  
TONITE ONLY ..... **\$7**

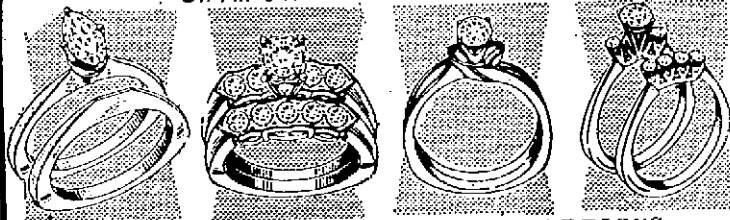
18 Only  
**NURSES' WATCHES**  
Sweep Second Hand—  
Water Resistant  
Reg. \$16.95 TONITE ONLY **\$8**

14 Only  
LADIES'—MEN'S  
GENUINE BLACK STAR  
**SAPPHIRE RINGS**  
Reg. to \$69.50 ..... **\$19**

**GENUINE STONE PENDANTS**  
GENUINE BLACK STARS  
GENUINE TAIWAN JADE  
GENUINE OPALS  
ALL GIFT BOXED, Reg. \$12.95 .. **\$3**

## CRAZY PRICES!

On All Our Beautiful Diamond Rings



ASK US FOR OUR LOW MADNITE PRICES  
ON ANY ARTICLE IN OUR STORE

DIAMOND WEDDING RINGS	<b>\$12</b>
Values to \$69.50	
DIAMOND SOLITAIRE	<b>\$14</b>
Values to \$89.50	
DIAMOND BRIDAL SETS	<b>\$21</b>
Values to \$59.75	
LADIES' WEDDING RINGS	<b>\$3</b>
14K Gold, Reg. \$9.95	
LADIES' DIAMOND RINGS	<b>\$37</b>
Values to \$100	
DIAMOND BRIDAL SETS	<b>\$49</b>
14K Gold, Values to \$150	
DIAMOND BRIDAL SETS	<b>\$99</b>
Values to \$295	

1 Only  
**1 FULL CARAT DIAMOND**  
Set  
**\$188**  
TONITE ONLY

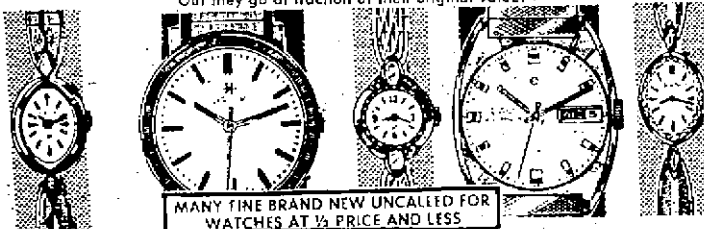
DIAMOND WATCHES	<b>1/2 Price</b>
Hamilton—Elgin	
DIAMOND BRIDAL SETS	<b>\$29</b>
14K Gold, Values to \$89.95	
DIAMOND BRIDAL SETS	<b>\$42</b>
14K Gold, Values to \$125	
DIAMOND WEDDING RINGS	<b>\$72</b>
14K Gold, Reg. to \$200	
DIAMOND BRIDAL SETS	<b>\$18</b>
Values to \$49.95	
DIAMOND BRIDAL SETS	<b>\$57</b>
14K Gold, Values to \$150	
DIAMOND BRIDAL SETS	<b>\$77</b>
14K Gold, Reg. to \$200	

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## CRAZY PRICES!

ELGIN, HAMILTON, BULOVA, BENRUS, GRUEN, WALTHAM, WITTENAUER and Others  
These watches are all uncalled for—Repossessions, Trade-ins, etc.  
Some used—Some new—Some near new. All reconditioned and fully guaranteed for one year.  
Out they go at fraction of their original value!



MANY FINE BRAND NEW UNCALLED FOR  
WATCHES AT 1/2 PRICE AND LESS

Men's LONGINES WITTENAUER, Orig. Price \$79.50	<b>\$10</b>	Ladies' BULOVA 17J, Orig. Price \$69.50	<b>\$9</b>
Men's WALTHAM 17J, Orig. Price \$59.50	<b>\$9</b>	Ladies' BENRUS 17J, Orig. Price \$59.50	<b>\$10</b>
Men's GRUEN 17J, Orig. Price \$85.00	<b>\$11</b>	Ladies' BULOVA 17J, Orig. Price \$71.50	<b>\$12</b>
Men's TIMEX Yel. Gold, Orig. Price \$19.95	<b>\$5</b>	Ladies' BENRUS 17J, 2 Diamonds	<b>\$8</b>
Men's GRUEN 17J, Orig. Price \$49.50	<b>\$9</b>	Ladies' WALTHAM 17J, Orig. Price \$49.50	<b>\$9</b>
Men's BENRUS 17J, Orig. Price \$71.50	<b>\$12</b>	Ladies' ELGIN 17J, Orig. Price \$71.50	<b>\$9</b>
Men's GRUEN 17J, Auto, Orig. Price \$79.50	<b>\$12</b>	Ladies' BULOVA 17J, Orig. Price \$49.50	<b>\$5</b>
Men's ELGIN 17J, Orig. Price \$49.50	<b>\$7</b>	Ladies' BULOVA 17J, Orig. Price \$71.50	<b>\$8</b>
Men's GRUEN 17J, Orig. Price \$49.50	<b>\$12</b>	Ladies' BULOVA 17J, Orig. Price \$65.00	<b>\$7</b>
Men's BENRUS 17J, Orig. Price \$59.50	<b>\$11</b>	Ladies' PICARD 17J, Orig. Price \$49.50	<b>\$8</b>
Men's BENRUS 17J, Auto, Orig. Price \$71.50	<b>\$14</b>	Ladies' BULOVA 17J, Orig. Price \$49.50	<b>\$5</b>
Men's ELGIN 17J, Auto, Orig. Price \$89.50	<b>\$14</b>	Ladies' BENRUS 17J, Orig. Price \$49.50	<b>\$8</b>
Men's WALTHAM 17J, Orig. Price \$65.00	<b>\$10</b>	Ladies' BULOVA 17J, Orig. Price \$69.50	<b>\$12</b>
Men's BULOVA 17J, Orig. Price \$49.50	<b>\$8</b>	Ladies' BENRUS 17J, 4 Diamonds	<b>\$16</b>
Men's HAMILTON 17J, Orig. Price \$65.00	<b>\$12</b>		

23 Only BIRTHSTONE  
**PENDANTS** **\$3**  
Reg. \$6.95, TONITE

12 Only MEN'S—BOYS' 10K GEN. TIGER EYE  
**RINGS** **\$9**  
TONITE

7 Only LADIES' CULTURED "10K GOLD"  
**PEARL RINGS** **\$8**  
Reg. to \$14.95

LADIES'—MEN'S STRETCH  
**WATCH BANDS** **\$2.88**  
Values to \$7.95

7 Only BULOVA  
**RADIOS** **1/2 OFF**  
Going out TONITE ONLY

THESE ARE  
ONE-OF-A-KIND

.63 CARAT DIAMOND **\$138**

.72 CARAT DIAMOND **\$168**

1/4 CARAT DIAMOND **\$48**

1.87 CARAT DIAMOND **\$488**



1.12 CARAT MARQUISE **\$188**

1.42 CARAT PEAR SHAPE **\$388**

3.44 CARAT DIAMOND **\$3488**

DIAMOND SPECIALISTS  
**Lawson's**

**250 PINE ave.**  
DOWNTOWN LONG BEACH ONLY

## Mystery Grab Bag GIFTS FOR EVERYONE

Take one and be amazed at the values contained in each GRAB BAG! Your money back if not 100% satisfied. Does it contain a diamond ring? Does it contain a birthstone ring? Does it contain a wallet? Does it contain a cuff link sets or ladies' jewelry ... or what? You may be the lucky one—So come early and take your chances!!  
WE WILL NOT ALLOW YOU TO LOSE!